## What is claimed is:

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1. A method for dispersing at least one pigment and optionally a filler in an aqueous pigment paste, ink or paint formulation, which comprises at least one pigment and optionally a filler, said process comprises mixing in a dispensing medium the pigment and optionally the filler with at least one organofunctional modified polysiloxane of the general formula

$$\begin{array}{c|c} CH_3 & CH_3 & CH_3 \\ R-Si-O+Si-O & Si-O-Si-R \\ CH_3 & CH_3 & R^1-D+CH_3 \end{array} \tag{I}$$

in which

R is in each case identical or different and is  $R^1$  or -CH<sub>3</sub>,

$$R^1$$
 is -(CH<sub>2</sub>)<sub>c</sub>-O -(CH<sub>2</sub>-CH(Ph)-O)<sub>e</sub> -(C<sub>n</sub>H<sub>2n-x</sub>R<sup>2</sup><sub>x</sub>-O)<sub>d</sub> - R<sup>3</sup> and/or R<sup>1</sup> = -CH<sub>2</sub>-CHR\*-Ph,

 $R^*$  is H or -CH<sub>3</sub>,

R<sup>2</sup> is an alkyl residue having 1 to 5 carbon atoms,

Ph is a phenyl derivative having the general formula

$$-(C_6H_{5-y}R_y^4)$$

in which

R<sup>4</sup> is a hydroxyl residue, an alkyl residue or an alkoxy residue, and

y is from 0 to 5,

R<sup>3</sup> is hydrogen, an alkyl chain, a benzyl residue, an alkyl-substituted benzyl residue, a group COR<sup>5</sup> with a residue R<sup>5</sup> which has an alkyl chain, a group CONHR<sup>6</sup> with a residue R<sup>6</sup> which comprises a hydrogen atom or an alkyl chain, or CO<sub>2</sub>R<sup>7</sup>, wherein R<sup>7</sup> is alkyl chain,

c is from 2 to 6,

d is from 3 to 70,

e is  $0, \ge 1$ , with the proviso that if e is 0 the value of b is > 1 and the residue  $R^{1}$  is present at least once in the molecule,

n is from 2 to 4,

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x is 0 or 1,

a is from 0 to 100,

bis from 1 to 100,

with the proviso that a + b = 1 to 100.

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2. The method according to claim 1 wherein the organofunctional modified polysiloxane is a compound of the formula

in which

R is in each case identical or different and is  $R^1$  or -CH<sub>3</sub>,

 $R^1$  is -(CH<sub>2</sub>)<sub>c</sub>-O -(CH<sub>2</sub>-CH(Ph)-O)<sub>e</sub> -(C<sub>n</sub>H<sub>2n-x</sub>R<sup>2</sup><sub>x</sub>-O)<sub>d</sub> -  $R^3$  and/or  $R^1$  = -CH<sub>2</sub>-CHR\*-Ph,

R\* is H or -CH<sub>3</sub>,

R<sup>2</sup> is an alkyl residue having 1 to 5 carbon atoms,

Ph is a phenyl derivative having the general formula

$$-(C_6H_{5-y}R_y^4)$$

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in which

R<sup>4</sup> is a hydroxyl residue, an alkyl residue having 1 to 6 carbon atoms or an alkoxy residue having 1 to 6 carbon atoms, and

y is from 0 to 5,

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R<sup>3</sup> is hydrogen, an alkyl chain having 1 and up to 18 carbon atoms, a benzyl residue, an alkyl-substituted benzyl residue having up to four carbon atoms in the alkyl residue, a group COR<sup>5</sup> with a residue R<sup>5</sup> which has an alkyl chain having 1 to 18 carbon atoms, a group CONHR<sup>6</sup> with a residue R<sup>6</sup> which comprises a hydrogen atom or an alkyl chain having 1 to 18 carbon atoms, or CO<sub>2</sub>R<sup>7</sup>, which has an alkyl chain R<sup>7</sup> having 1 to 18 carbon atoms,

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c is from 2 to 6,

- d is from 3 to 70,
- e is  $0, \ge 1$ , with the proviso that if e is 0 the value of b is > 1 and the residue  $R^{1'}$  is present at least once in the molecule,
- n is from 2 to 4,

5 x is 0 or 1,

- a is from 0 to 100,
- b is from 1 to 100,

with the proviso that a + b = 1 to 100.

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- 3. The method according to claim 1, wherein  $R^1$  in formula (I) is the residue -(CH<sub>2</sub>)<sub>2-3</sub>-O -(CH<sub>2</sub>-CH(Ph)-O)<sub>1-4</sub> -(C<sub>2</sub>H<sub>4</sub>-O)<sub>3-50</sub>-H.
- 4. The method according to claim 1 where the aqueous pigment paste, ink or paint comprises a filler.
  - 5. An aqueous pigment formulation which comprises a pigment, water and at least one organofunctional modified polysiloxane of the general formula

$$\begin{array}{c|ccccc} CH_3 & CH_3 & CH_3 & CH_3 \\ R-Si-O & Si-O & Si-O & Si-R \\ CH_3 & CH_3 & a & R^1 & b & CH_3 \end{array} \tag{I}$$

in which

20 R is in each case identical or different and is  $R^1$  or -CH<sub>3</sub>,

 $R^1$  is -(CH<sub>2</sub>)<sub>c</sub>-O -(CH<sub>2</sub>-CH(Ph)-O)<sub>e</sub> -(C<sub>n</sub>H<sub>2n-x</sub>R<sup>2</sup><sub>x</sub>-O)<sub>d</sub> - R<sup>3</sup> and/or R<sup>1</sup> = -CH<sub>2</sub>-CHR\*-Ph,

 $R^*$  is H or -CH<sub>3</sub>,

R<sup>2</sup> is an alkyl residue having 1 to 5 carbon atoms,

Ph is a phenyl derivative having the general formula

$$-(C_6H_{5-y}R_y^4)-$$

in which

R<sup>4</sup> is a hydroxyl residue, an alkyl residue or an alkoxy residue, and
y is from 0 to 5,
R<sup>3</sup> is hydrogen, an alkyl chain, a benzyl residue, an alkyl-substituted benzyl residue, a

R<sup>3</sup> is hydrogen, an alkyl chain, a benzyl residue, an alkyl-substituted benzyl residue, a group COR<sup>5</sup> with a residue R<sup>5</sup> which has an alkyl chain, a group CONHR<sup>6</sup> with a residue R<sup>6</sup> which comprises a hydrogen atom or an alkyl chain, or CO<sub>2</sub>R<sup>7</sup>, wherein R<sup>7</sup> is alkyl chain,

c is from 2 to 6,

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- d is from 3 to 70,
- e is  $0, \ge 1$ , with the proviso that if e is 0 the value of b is > 1 and the residue  $R^{1'}$  is present at least once in the molecule,
- n is from 2 to 4,
- x is 0 or 1,

a is from 0 to 100,

bis from 1 to 100,

with the proviso that a + b = 1 to 100.

6. The aqueous pigment formulation according to claim 5, which comprises:

about 3 to about 50 parts by weight of at least one of the compound

of the general formula (I),

0 to about 20 parts by weight of dispersing resin,

about 5 to about 80 parts by weight of pigment,

about 0.1 to about 5 parts by weight of at least one auxiliary and/or

additive,

0 to 20 parts by weight of solvent, and

remainder water.

- 7. The aqueous pigment formulation according to claim 6, wherein the pigment is an organic pigment.
  - 8. The aqueous pigment formulation according to claim 7, wherein the organic pigment is an azo pigment, a polycyclic pigment, a diketopyrrolopyrrole or a quinophthalone.
  - The aqueous pigment formulation according to claim 6 wherein the pigment is an inorganic pigment.

- 10. The aqueous pigment formulation according to claim 9 wherein the inorganic pigment is an iron oxide, a spiral pigment, an ultramarine pigment titanium dioxide, or carbon black.
- 11. The aqueous pigment formulation according to claim 1 wherein the filler is chalk, talc, koline or silicate.
- The aqueous pigment formulation according to claim 1, wherein the auxiliary and/or additive is a defoamer, biocide, antisettling agent, neutralizing agent, thickeners, humectant, stabilizing agent, siccative, light stabilizer.
  - 13. A coating or coating material which comprises at least one organofunctional modified polysiloxane of the general formula

$$\begin{array}{c|c} CH_3 & CH_3 \\ I & CH_3 \\ R-Si-O & Si-O \\ CH_3 & CH_3 \\ CH_3 & a & R^1 \\ B & CH_3 \end{array} \begin{array}{c} CH_3 \\ I \\ I \\ B \\ CH_3 \end{array} \hspace{0.5cm} (I)$$

10 in which

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R is in each case identical or different and is R<sup>1</sup> or -CH<sub>3</sub>,

 $R^1$  is -(CH<sub>2</sub>)<sub>c</sub>-O -(CH<sub>2</sub>-CH(Ph)-O)<sub>e</sub> -(C<sub>n</sub>H<sub>2n-x</sub>R<sup>2</sup><sub>x</sub>-O)<sub>d</sub> -  $R^3$  and/or  $R^1$  = -CH<sub>2</sub>-CHR\*-Ph,

 $R^*$  is H or -CH<sub>3</sub>,

R<sup>2</sup> is an alkyl residue having 1 to 5 carbon atoms,

Ph is a phenyl derivative having the general formula

$$-(C_6H_{5-y}R_y^4)$$

in which

R<sup>4</sup> is a hydroxyl residue, an alkyl residue or an alkoxy residue, and

y is from 0 to 5,

R<sup>3</sup> is hydrogen, an alkyl chain, a benzyl residue, an alkyl-substituted benzyl residue, a group COR<sup>5</sup> with a residue R<sup>5</sup> which has an alkyl chain, a group CONHR<sup>6</sup> with a residue R<sup>6</sup> which comprises a hydrogen atom or an alkyl chain, or CO<sub>2</sub>R<sup>7</sup>, wherein R<sup>7</sup> is alkyl chain,

c is from 2 to 6,

d is from 3 to 70,

is  $0, \ge 1$ , with the proviso that if e is 0 the value of b is > 1 and the residue  $R^{1'}$  is present at least once in the molecule,

n is from 2 to 4,

x is 0 or 1,

5 a is from 0 to 100,

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bis from 1 to 100,

with the proviso that a + b = 1 to 100,

and at least one filler or binder.

14. An aqueous pigment paste, ink or paint formulation which comprises a pigment, optionally a filler, and at least one organofunctional modified polysiloxane of the general formula

$$\begin{array}{c|cccc} CH_3 & CH_3 & CH_3 \\ R-Si-O-Si-O & Si-O-Si-R \\ CH_3 & CH_3 & R^1 & CH_3 \\ CH_3 & CH_3 & CH_3 \\ CH_3 &$$

in which

R is in each case identical or different and is  $R^1$  or -CH<sub>3</sub>,

 $R^1$  is -(CH<sub>2</sub>)<sub>c</sub>-O -(CH<sub>2</sub>-CH(Ph)-O)<sub>e</sub> -(C<sub>n</sub>H<sub>2n-x</sub>R<sup>2</sup><sub>x</sub>-O)<sub>d</sub>-  $R^3$  and/or  $R^1$  = -CH<sub>2</sub>-CHR\*-Ph,

 $R^*$  is H or -CH<sub>3</sub>,

R<sup>2</sup> is an alkyl residue having 1 to 5 carbon atoms, preferably –CH<sub>3</sub>,

Ph is a phenyl derivative having the general formula

$$-(C_6H_{5-y}R_y^4)$$

in which

R<sup>4</sup> is a hydroxyl residue, an alkyl residue or an alkoxy residue, and

y is from 0 to 5,

R<sup>3</sup> is hydrogen, an alkyl chain, a benzyl residue, an alkyl-substituted benzyl residue, a group COR<sup>5</sup> with a residue R<sup>5</sup> which has an alkyl chain, a group CONHR<sup>6</sup> with a residue R<sup>6</sup> which comprises a hydrogen atom or an alkyl chain, or CO<sub>2</sub>R<sup>7</sup>, wherein R<sup>7</sup> is alkyl chain,

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c is from 2 to 6,

d is from 3 to 70,

e is  $0, \ge 1$ , with the proviso that if e is 0 the value of b is > 1 and the residue  $R^{1'}$  is present at least once in the molecule,

n is from 2 to 4, preferably 2 or 3,

x is 0 or 1,

5 a is from 0 to 100,

bis from 1 to 100,

with the proviso that a + b = 1 to 100.